

Emotionally Intelligent Bullying Prevention

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facebook

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Creating Evidence-Based Tools for Teens

- Part I – Social resolution flows for teens (ages 13-16)
 - Provide kids with tools to help them manage unpleasant experiences
- Part II – Bullying Prevention Hub
 - Provide kids, parents, and educators with high-quality resources to manage and prevent bullying

Adolescence and Social Media





“If you didn’t have Facebook when you were a kid, how did you know who your friends were?”

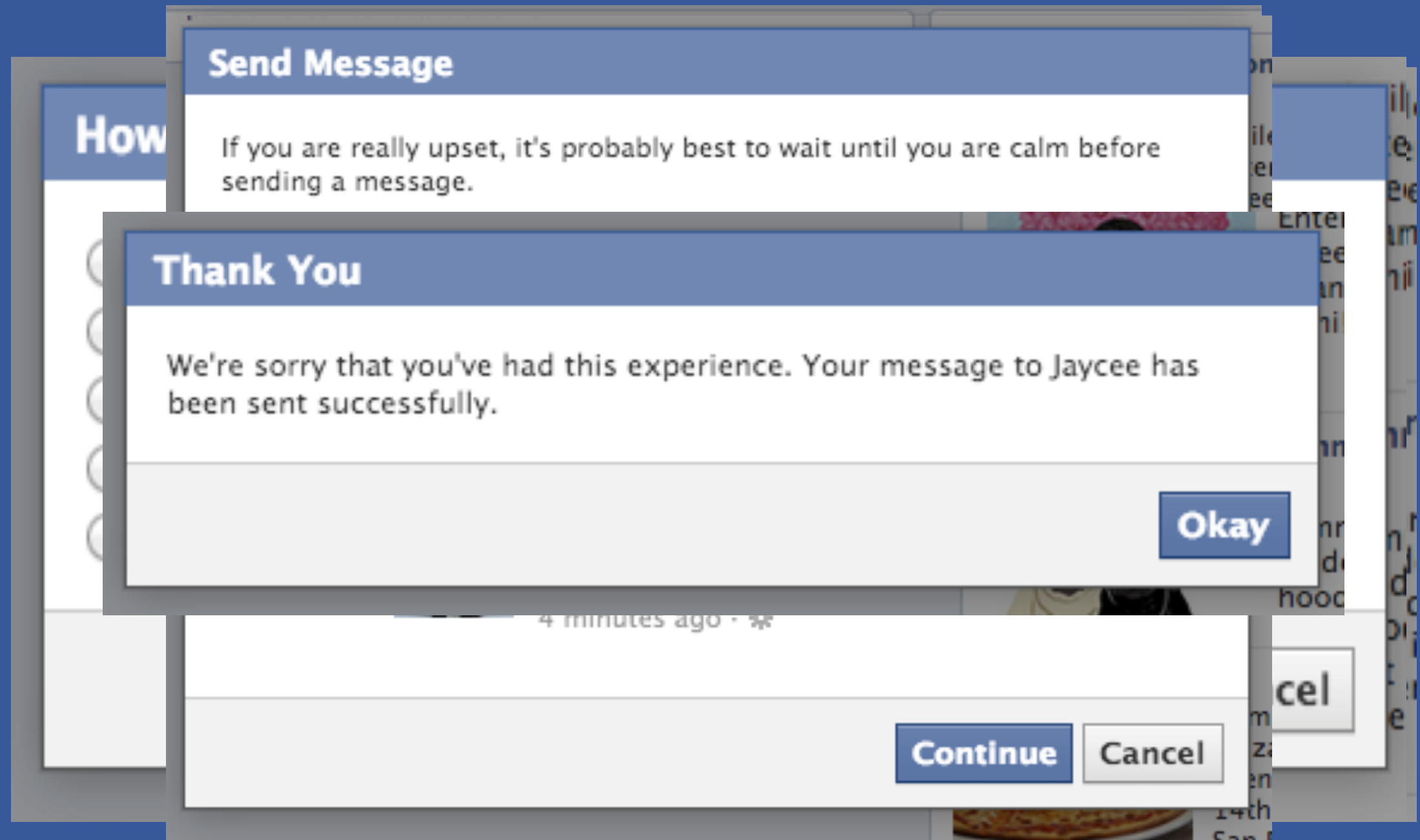
Adolescence and Peer Relations

- Peer relationships are a central focus for teens
- Creating and maintaining positive relationships doesn't happen automatically
- The adolescent brain is different
- Emotion skills matter

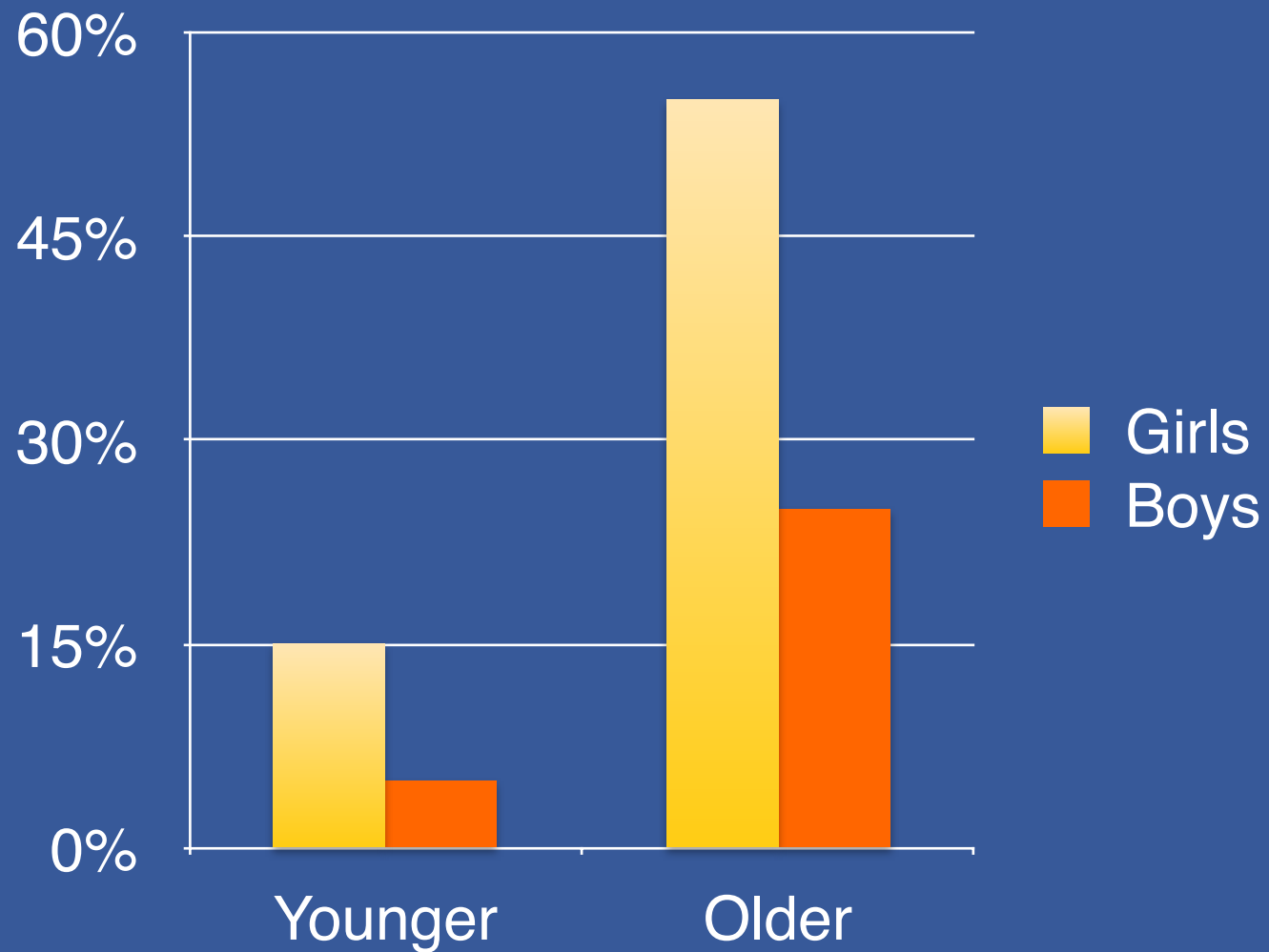
Emotionally Intelligent Bullying Prevention

- Infused a developmental framework
- Incorporated age appropriate/conversational language
- Integrated emotional intelligence skills
- Empowered youth to take positive action

The Resolution Tools...

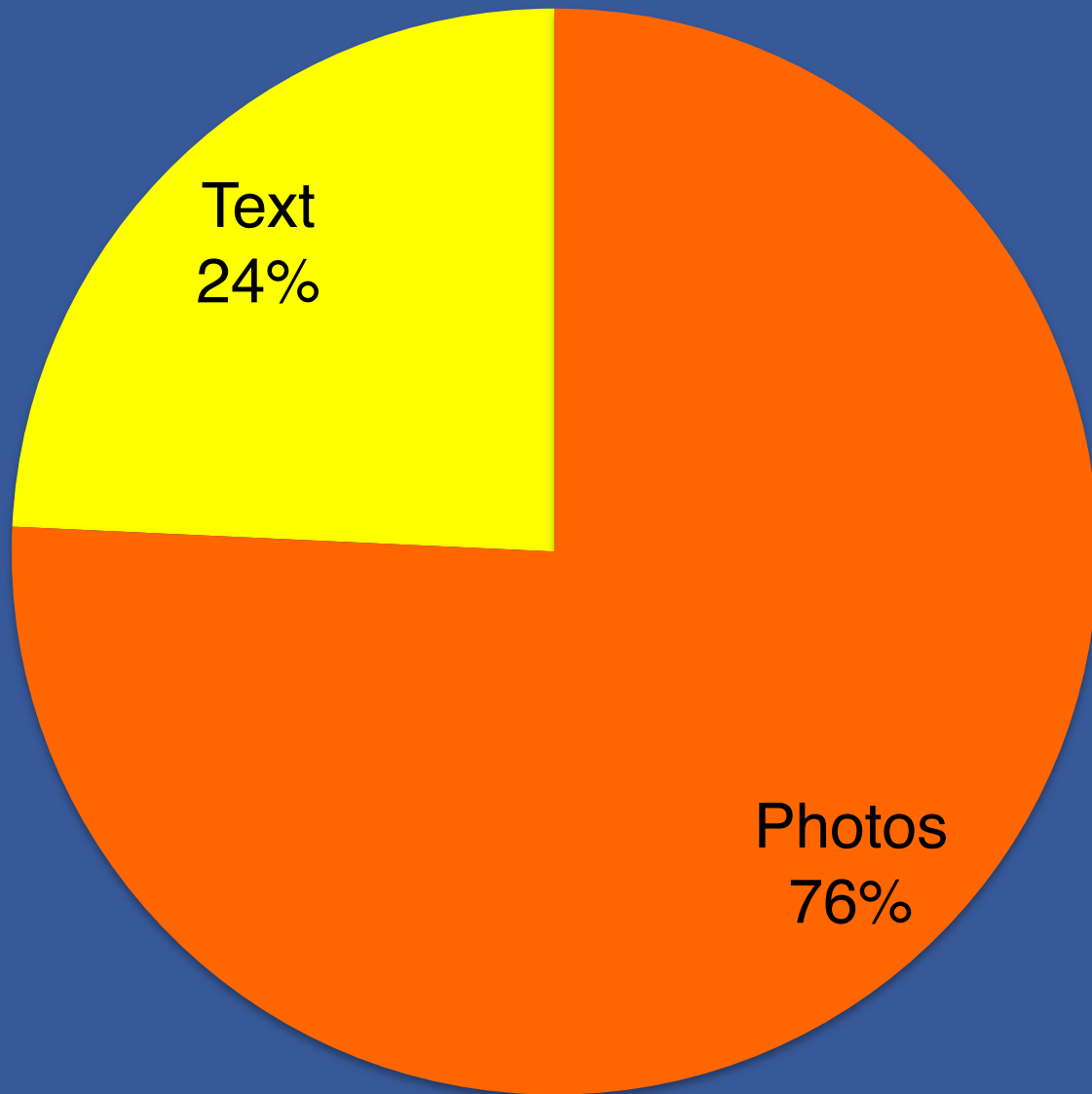


The Present Sample



- N = all 13 -16 year olds in U.S. who entered resolution tool within a 30-day period
- Older girls use the tool the most and also are reported more

What are the resolution tools being used for?



Posts:

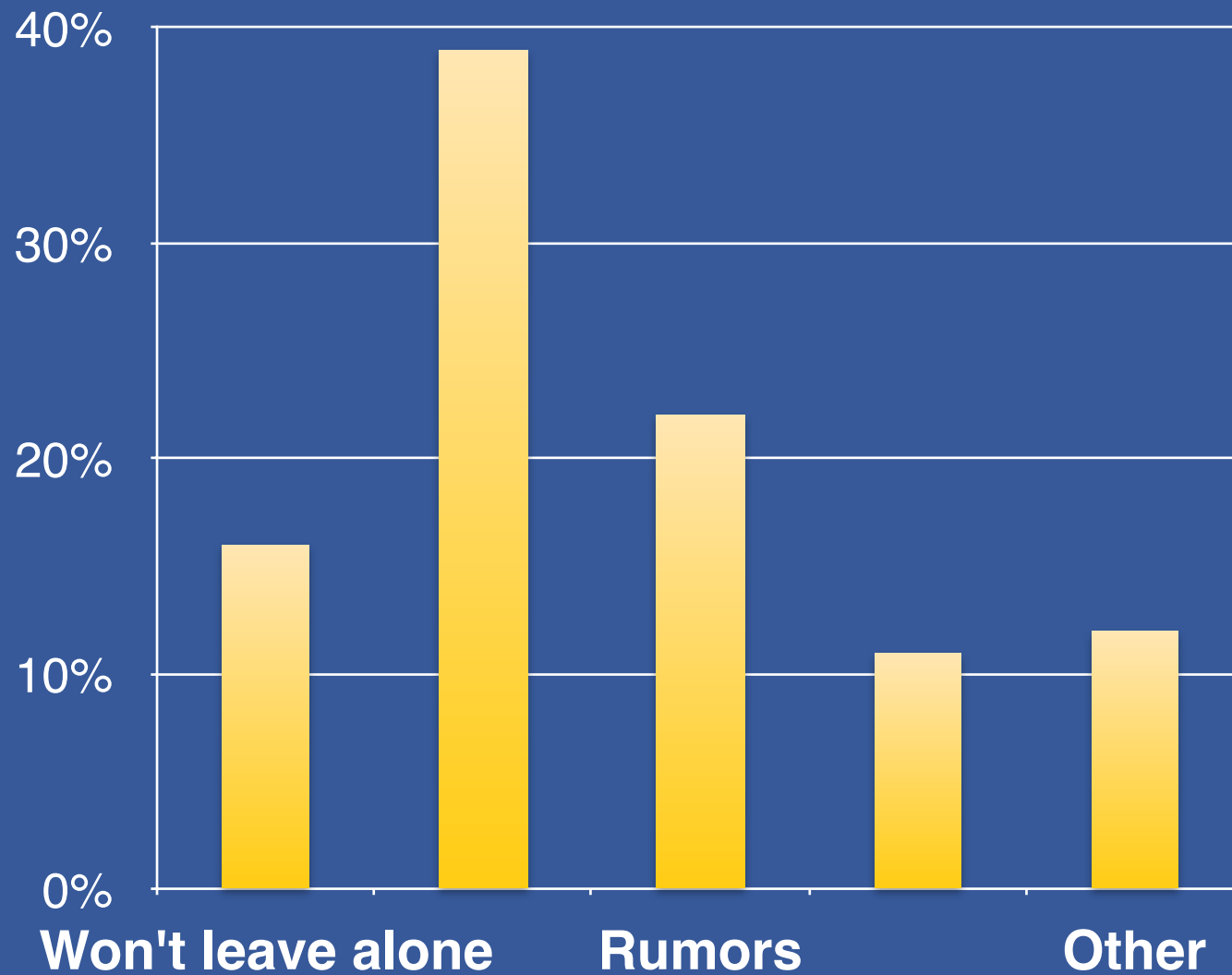
“Someone is bothering or bullying me”

Photos:

“It’s harmful or might hurt my reputation”

*Of all teens entering the flows, 15% select ‘bullying.’ Most (66%) select ‘annoying.’

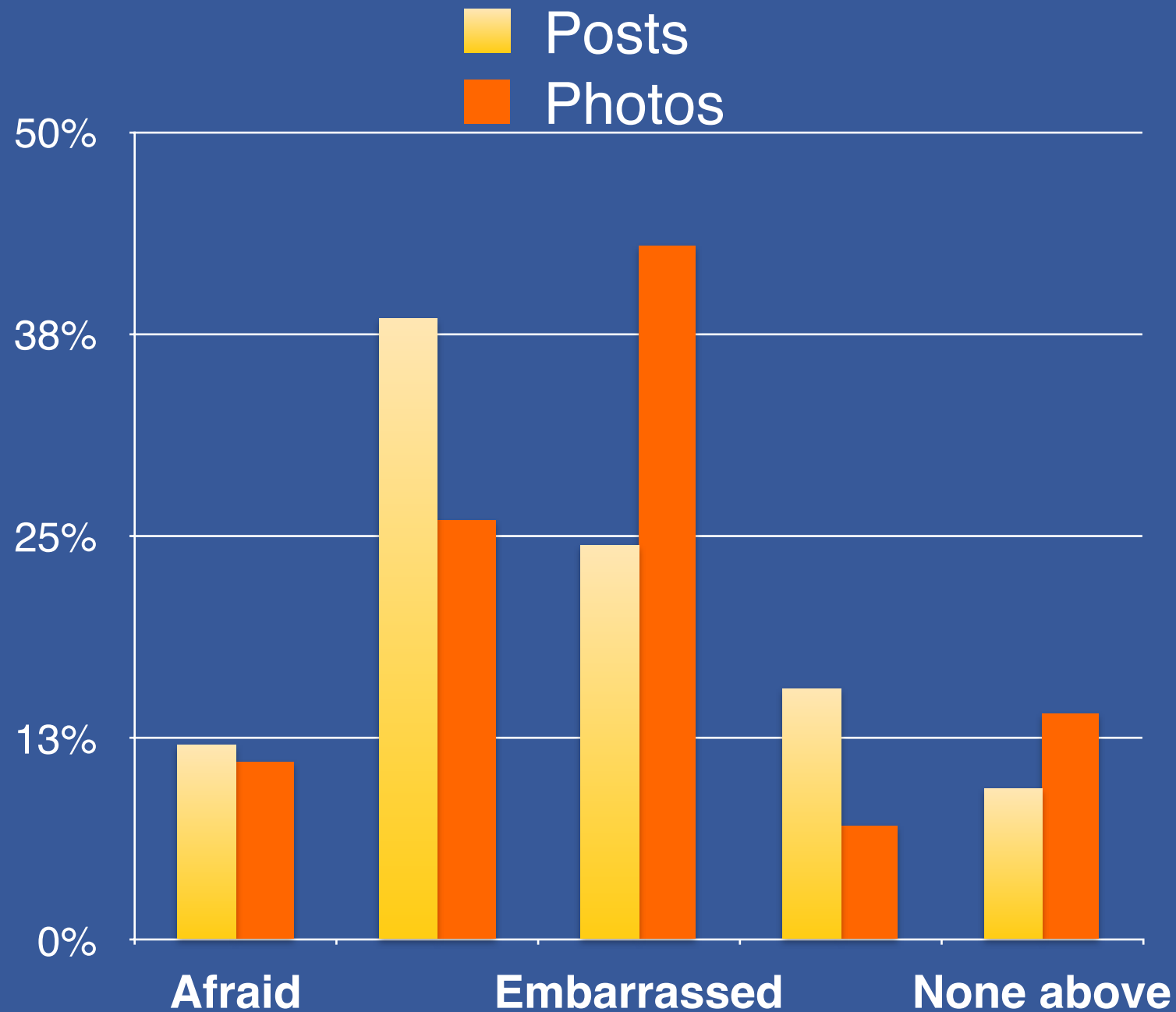
“What happened?”



- No gender differences
- No age differences
- Younger boys report more threats. Older boys report more mean things.

*Breakdown of 15% who select 'bullying.'

“How does this post/photo make you feel?”



- Girls report more sadness and embarrassment than boys
- Boys use “none” more than girls
- No age differences
- Younger boys report being more afraid and more threats than older boys

Sometimes it's clear why teens label posts as bullying

He was crying today lol

- Reported by 14 year old girl

You better watch yo back I'm going to knock you out tomorrow.

- Reported by 14 year old boy

I feel like he just used me! But I also thought he loved me. I should have known better. Maybe one day we'll get back together!

- Reported by 17 year old boy

And sometimes it's not

So ready to go home and go to bed!

- Reported by 13 year old boy

I got contacts. No more glasses.

- Reported by 16 year old boy

What actions do teens take?

- 25% of teens message - person who posted the content (90%) or a trusted adult/friend (10%)
- 75% of teens use the pre-populated (positive) messages
- Younger teens message more. However, younger boys who report 'afraid' send more reports to Facebook.
- “Won’t leave me alone” → use pre-populated messages;
“rumors” → tailor messages

What happens next?

- Content creator behavior:
 - 75% reply to the message
 - 37% delete content
- Parental involvement:
 - 38% of younger teens vs. 23% of older teens' have parent involvement

Summary of findings

- Like face-to-face bullying, online bullying results in a range of emotional experiences for both boys and girls (embarrassment/anger are dominant)
- Teens' online lives look similar to their offline lives:
 - More girls than boys report being sad and embarrassed
 - More boys report 'threats' than girls
 - Boys are less willing to disclose feelings
- Age differences in the 'content' of online bullying are consistent with face-to-face bullying (e.g., homophobic bullying)
- When given effective "tools" teens appear to send messages – and when they learn have done something 'wrong,' they tend to respond
- These results helped to inform us about other tools kids and adults needed

Part 2: The Bullying Prevention Hub:

**A day in the life of
father and son**

Insights

Methodology

- Focus groups with teens, educators, parents
- In depth summit with nonprofits
- Data from social resolution flows

Learnings

- Awareness of bullying, but low comprehension of what to do
- All stakeholders want guidance
- It's about bullying intervention and prevention wherever it occurs – focus on the behavior, not the location or platform

Our goal was to develop *emotionally intelligent* bullying prevention resources

Resources for all stakeholders:

- Parents, educators, and teens
- Bullies, targets, and bystanders

Knowledge and skills content:

- Resources which build self-awareness, self-regulation, problem solving, and healthy communication.

Safety is a Conversation

- Provide the right advice to the right user at the right time.
- Expand our bullying prevention campaign and the Family Safety Center.
- Help on the other side of the reporting button.
- Showcase resources from dozens of organizations

Stop Bullying

Tools, tips and programs that help people stand up for each other.



Introducing the
Bullying Prevention Hub:
Resources for parents, teens, and educators

Introducing the Bullying Prevention Hub

Resources for teens, parents and educators

We're sorry you're having this experience



No one should spread rumors about you. [Learn More](#) about how to handle situations like this, or try to resolve this with one of the options below.



Get Help

Ask for help or discuss this with someone you trust.



Message Isabella to resolve this

Ask Isabella to take it down.



Unfriend Isabella Anderson

Remove Isabella as a friend.



This has been submitted to Facebook for review

Based on what you've told us, this seems serious and Facebook will review this post. You can check the review status on your [Support Dashboard](#).

[◀ Back](#)

You're Temporarily Blocked

You're temporarily blocked from posting on Facebook for the next 12 hours. Please review our [Community Standards](#) so you can understand what's allowed on Facebook and keep your account in good standing:

Bullying and Harassment

Facebook does not tolerate bullying or harassment. We allow users to speak freely on matters and people of public interest, but take action on all reports of abusive behavior directed at private individuals. Repeatedly targeting other users with unwanted friend requests or messages is a form of harassment.

Learn more about how to [recognize and prevent bullying](#) on Facebook.

OK

Let's go back to the role play

Charlie was accused (and is guilty) of posting something inappropriate – a photo that was mean and hurtful – about his classmate. It was a picture of his classmate Jamie at a sleepover party. The photo showed her drinking a beer.

Marc, his father, got the call about this from the school principal.

STEP 1

Set yourself up for a successful conversation with your child.

- Find the best space to have the conversation.*
- Check in with and manage your own feelings (before)*
- Remember, you are the role model.*
- Support and listen.*

STEP 2

Talk with your child about the problem.

- *Find out what happened.*
- *Communicate your family's values (e.g., respect, kindness).*
- *Use a calm and steady voice; avoid making empty promises.*

Sample Conversation Starter:

“I got a call from your teacher today who told me that you have been posted a offensive photo of Jamie. I need to know what happened so we can decide what action needs to be taken.”

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STEP 3

Work with your child on an action plan.

- *Solve the problem together.*
- *Ask fact-finding/open-ended questions to help your child generate solutions*
- *Decide on an appropriate action plan (e.g., apologize)*

Sample Conversation Starter:

“What do believe are some appropriate ways to handle this situation?”

STEPS 4 & 5

Be clear about consequences, follow through, and follow-up

- *Be firm and consistent, taking into consideration your values and severity of incident.*

More opportunities to help your child...

- *Pay closer attention to your child's Internet and cell phone activity.*
- *Advocate for an evidence-based social and emotional learning program for your child's school.*
- *Consider counseling for your child and/or family.*

Back to Charlie and Marc

- **Set yourself up for a successful conversation with your child.**
- **Talk with your child about the problem.**
- **Work with your child on an action plan.**
- **Be clear about consequences, follow through, and follow-up**
- **Explore more opportunities to help your child**

The future of emotionally intelligent bullying prevention

- **Social Resolution Tools**

- Examine role of gender and age in more detail
- Conduct qualitative analysis of posts and photos
- Run longitudinal studies on teens online behavior, including follow-up surveys
- Begin cultural adaptations
- Share findings in peer-reviewed journals

- **Bullying Prevention Hub**

- Study the use and impact of hub
- Create more interactive tools for all stakeholders (e.g., videos)
- Build bully education center